

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, SEPTEMBER 1, 1889.

NO. 4.

What Does It Cost **[PER THOUSAND]**

IT IS A QUESTION THAT
EVERY ADVERTISER SHOULD ASK

BEFORE CONTRACTING FOR AN ADVERTISEMENT
IN ANY PAPER.

MR. GEO. P. ROWELL, the editor of the American Newspaper Directory, recently said that only 6 newspapers in the United States charge as little as a Fifth of a Cent a line for each thousand circulation given, and

THE WORLD HEADED HIS LIST.

But there is only **One Newspaper** in the United States that charges as little as **One Seventh of a Cent a Line** per thousand circulation for commercial advertising, and that paper is

==THE WORLD==

Advertising space is a commodity, the value of which is absolutely determinable.

It is NOT the RATE PER LINE but the COST PER THOUSAND CIRCULATION that decides its value.

THINK IT OVER!!

OVER A MILLION!

THE GREAT LEADERS OF THE LEADERS, ALLEN'S LISTS.

POINTS.

Guaranteed Circulation, commencing with October, 1889, issues over 1,000,000 copies each month.

Advertising Rate for entire Combination, \$5.40 per Agate Line, each insertion.

Discounts: 5 per cent. for three months; 10 per cent. for six months; 20 per cent. for one year.

Amdavit of Circulation of all issues furnished each Advertiser monthly

MY RATES ARE LOW.

The one time rate is but 54 cents per Agate Line, for each 100,000 circulation.

The three months' rate is but 51 3-10 cents per Agate Line for each 100,000 circulation.

The circulation of the periodicals of Allen's Lists is among the liveliest of the live people of the United States.

Fresh young blood is pouring into Allen's Lists all the time, and I confidently believe that in proportion to cost, they will, in future pay their patrons better than ever, even improving their own great record, which is known and admitted by nearly every intelligent advertiser in America, to be unparalleled and entirely unequalled.

SOMETHING IMPORTANT AND RATHER INTERESTING.

Guaranteed Circulation, over 1,000,000

My periodicals reach the better classes of the masses in the villages and rural districts; it is there that the borrowing demand for such periodicals is known to be great. It is believed that the borrowing demand for the periodicals of Allen's Lists, each month exceeds

250,000

Total number of families reached, each month, by the periodicals of

Allen's Lists, over **1,250,000**

SOMETHING BROAD AND COMPREHENSIVE.

The homes situated in the Villages and Rural Districts of the United States, number less than 7,000,000. I claim that the periodicals of Allen's Lists reach 1,250,000 homes monthly. As more than 95 per cent. of the circulation of the periodicals of Allen's Lists is in the Villages and Rural Districts, I claim that each month they reach

NEARLY ONE-FIFTH of the ENTIRE COUNTRY and VILLAGE POPULATION of the UNITED STATES.

Allen's Lists offer the most stable, comprehensive and valuable circulation in the United States, and the largest that is controlled and managed by a single house.

All the periodicals of ALLEN'S LISTS go straight to the homes by mail.

Sample copies are sent only to fresh, live, selected names, such as are not over from one month to three months' old, and from which all Duplicates are Always Sorted out.

THE CIRCULATION of ALLEN'S LISTS is Proved Each Month.

Intelligent advertisers are well aware of the great difference which exists between "Guaranteed" circulation, and **Guaranteed and Proved** circulation. 100,000 "Guaranteed" circulation may not secure 10,000 and will not, as a rule, average 50,000. I have spent **Two Million Dollars** in advertising, and know whereof I speak. The **Guaranteed and Proved** circulation of over 1,000,000 each issue, of Allen's Lists, means **Full Count**, every month, all the year round.

THE PERIODICALS of ALLEN'S LISTS REACH OVER 50,000 POST-OFFICES REGULARLY.

Allen's Lists, are always, not only alive, but ever fresh and strong.

Forms close the 15th of each Month, prior to the date of the periodicals.

E. C. ALLEN, Proprietor **of Allen's Lists,**
Augusta, Maine.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. II.

NEW YORK, SEPTEMBER 1, 1889.

No. 4.

JOURNALISTIC CHIT-CHAT.

The publication of Sunday editions by the principal daily journals dates from an epoch considerably later than the close of the civil war. It is unquestionably true that a large sum of money, which formerly was laid out in the purchase of magazines or weeklies, has been diverted into this new channel. The Sunday metropolitan daily does not overlook the fundamental function of a newspaper, but it essays, at the same time, to rival the magazine. It publishes the latest news; it also undertakes to offer a conspectus of the latest achievements in the whole range of science, literature and art. Nevertheless, the best Sunday edition of a daily newspaper has its limitations. Under penalty of losing its huge circulation, which is the fundamental condition of its existence, it must remain, first of all, a newspaper. To recall the news of the hour, and the necessarily hasty comment to which a first glance gives rise, continues to be its main purpose, involving the heaviest drain on its resources and absorbing most of its space. It can not, as a rule, afford to discuss a scientific or literary topic at the length which is possible within the pages of a magazine or weekly. There is still an ample and lucrative field for monthlies and weeklies, sold at a price sufficiently high to justify the joint employment of the artist and the man of letters. In the whole range of American periodical literature—monthly, weekly, or diurnal—it would be hard to point to a more profitable enterprise than the *Century* magazine, and its principal competitor, *Harper's*, is not much behind it on the score of pecuniary returns. Among illustrated weeklies, *Puck* has been for some years the source of a large income to its owners, and *Judge* is meeting with the success which it deserves. It will possibly surprise some readers to learn

that other weekly papers—notwithstanding the supposed overpowering rivalry of the great dailies through their Sunday editions—have managed to attain an enormous circulation. The weekly output of the *Youth's Companion*, published in Boston, does not fall far short of three hundred thousand, while that of the *Philadelphia Home Journal* is variously estimated at from a quarter of a million to half a million copies.—*Argonaut*, San Francisco, Cal.

WHAT AN ADVERTISEMENT WILL EFFECT.

You want a man for a special purpose. Possibly you know the very best man to fill the position, but he is employed by a friendly neighbor. It would seem an unfriendly act toward that neighbor to go to his assistant and tempt him to leave his employer. Consequently you put an advertisement in a newspaper, stating what your want is. It may happen that the very man you want sees the advertisement and applies for the place. Possibly he has already decided to resign where he is, or may be the employer is about giving up that branch of his business which this man has overlooked. The advertisement has broken the ice, and done work which could not so well have been done in any other way.

An advertiser wants to secure certain services to be rendered in a specified manner, at a specified time, and at a specified price. Possibly it is a service at which he may employ dozens, perhaps hundreds. Whether this be so, or only one is required, the advertisement may state all the conditions with the exactness of a legal contract, and to make it such, all that need be said in closing with the applicant is that he is engaged upon the terms which the advertisement sets forth.

You may be an exacting man, possi-

bly a mean man. You may wish a great deal of work done; be very particular to have it done in a certain exact way, and unwilling to pay for it anything like a fair price. You may be actually ashamed to offer the situation to any one you know on the terms you are willing to offer; yet, you are well aware that there are many who would accept the position with all its requirements, and be thankful for the opportunity. You may state in an advertisement exactly what you want; put in all the conditions with minute exactness. Ask for references if you think best so to do, and give a post-office box instead of your name, if you wish to remain unknown. No matter what you want, how hard the work, how poor the pay, you will get all you want at your own terms, if you continue your advertisement long enough.

If You Want Trade

To Secure It!

ADVERTISE

If You Have Trade

To Retain It!

EVERY dealer places a certain value on his goods. They represent a certain cost. He believes in their value, because they cost him a certain amount of money. Therefore, when he represents them to a purchaser, he considers that he is giving a *quid pro quo* in every case. Not so with some newspaper men. They indeed have a printed list of advertising rates, and it is to be hoped they believe in the value of the space; but just because they cannot, like the merchant, figure the actual net cost of this space to themselves, they put a very flexible construction upon it, and, in many cases, it is little better than a mockery. If a customer offers the merchant 50 per cent. less than cost for an article, it is very easy for the latter to decline the offer. But the newspaper man in too many cases cannot find the courage to refuse any cash offer that an advertising patron may make. The merchant would say, "I would rather leave the goods on my shelves than sell them at a loss." So the publisher should declare, "I will fill the columns of my paper with miscellaneous plates rather than degrade my reputation by accepting ads. at a rate that is unremunerative." As a chain is no stronger than its weakest link, so a publisher's rates are no higher than his lowest terms.—*Printers' Album.*

SETTING UP A MAN OF STRAW.

At the last annual meeting of this association a brilliant paper was read by so able a manager as Mr. George C. Hitt, of the *Indianapolis Journal*, in which the advertising agent was wittily held up to ridicule for his pretentious and strutting methods, postured as "reaping where he had not sown and gathering where he hath not strown," serving the advertiser in a perpetual assault upon newspaper rates, while being paid for it in a handsome commission by the publishers. The able paper declared that while among advertising agents there were individuals whom the writer numbered among his friends, yet for them as a class he had no respect. The sentiment so far caught the humor of the convention that a resolution unanimously prevailed for printing the address in full by each paper holding membership, to appear in all on the same day as unmistakable notice to advertising agents of the estimate in which they are held by representative newspapers. So much by way of a consensus of opinion; yet it must occur to the reflecting mind that so long continued, concentrated and vigorous a fire as publishers have dealt the advertising agent, would have brought down anything possessed of mere flesh and blood if there were not some fatal mistake in the aim.—*W. J. Richards, of Indianapolis, before the American Newspaper Publishers' Association.*

THE *American Advertiser Reporter* says: "Advertisers * * * are not a 'class.' They are an army of uniques. Arithmetically, they have no number. Geographically, they are in no section. Financially, they are as diversified as wealth and poverty. They change constantly. They are altogether intangible and remote for many possible opportunities at short range."

Hereafter we will have three sizes of postal cards—the old familiar size, a size larger and a size smaller. The smallest will be about three by four and a half, and the largest about four by six inches. This is a progressive step due to Acting Postmaster-General Clarkson.—*Republic, Washington, D. C.*

THE LOCAL NEWSPAPER.

Merchants and business men in the smaller towns should patronize their local newspapers in preference to "city journals" or advertising schemes with high-sounding names that swoop down upon country towns with persistent regularity. The local paper is the one that prints gratuitously a thousand and one good and true items of interest and value to the town, and whose columns are always open to those persons who can do good for the community. When we see a glaring advertisement in a city paper of a grocery house, or any other place that is dependent upon the patronage of a community surrounding a small town where there is an established local newspaper, in the columns of which no line of type mentions the existence of the advertiser, we are again most forcibly reminded of the fact that fools and ingrates are not all dead. Of course, there are some establishments, like heavy manufacturers, hotels, land companies, or other lines of business that expect to derive their principal benefits from a broader field than their local paper covers, who can justly place their patronage with the larger and more extensively circulated newspapers. But, on general principles, it is safe to say that no business, no matter how large or small, can well afford to ignore the local newspaper.—*Southern California Informant, San Diego.*

THE UNSKILLFUL ADVERTISER.—That any one should commit his thoughts to writing who can neither arrange nor explain them, nor amuse the reader, is the part of a man unreasonably abusing both his time and his knowledge.—*Cicero.*

TEACHING THE ART.

A Boston newspaper says that an expert writer of advertisements is now busy in that neighborhood teaching business men as to the best method of writing "ads." His system is to act as an instructor to the merchant who employs him, and in a course of lessons, continuing through a few weeks, to train him in the most attractive way of making known to the public his particular line of goods through newspaper advertisements. He is in fact a professor in newspaper advertising, and to many merchants who have

striven long and hopelessly in an effort to catch the public eye, he supplies a long felt want.

Whether the story is true or not, it is certain that in no department of the modern newspaper has there been greater and more marked improvements shown than in the field of advertising. There is a greater display of taste and literary style in the composition, and an evident effort is made to appeal to the intelligence and refinement of the reader. This is seen not only in the advertisements of the large mercantile establishments where trained skill is employed, but as well in the three-line "ad." which is written by the advertiser himself, and which, in terseness and directness of style, can lay claim to great literary merit.

Advertising is evidently becoming an art, and its development may yet lead to the establishment of special courses of training in business colleges. Already nearly \$25,000,000 are spent annually in the United States in newspaper advertising, every dollar of which if used judiciously has returned a large interest to the investor. One feature of the advertisements of to-day forms an agreeable contrast to the advertisements of a generation ago. It is the evident sincerity in which they are written and the consequently greater confidence the searcher after information can repose in them. That the advertising page is becoming one of the most interesting pages of the daily newspaper is one of the striking proofs of the growth of intelligence and refinement among the people.—*Philadelphia Press.*

SOMEBODY alliterizes in this manner in an advertisement of a superior article of ink, to wit: that it is remarkable for "requiring no preparation; pre-eminently pre-engages peculiar public predilection; produces palpable, plainly perceptible, perpetual perspicuities; penetrates powerfully, precluding previous pre-requisite preparations; possesses particular prerogatives; protects private property; prevents presumptuous, pilfering persons practising promiscuous proprietorship; pleasantly performing plain practical penmanship; perfectly precludes puerile panegyrics, preferring proper public patronage."

RHYMED ADVERTISEMENTS.—Touching everything lightly with the charm of poetry.—*Lucretius.*

THEN AND NOW.

The successful merchants of the present day would never think of questioning that the advertising department of their business is as essential as any other branch, and in the practice of this idea is shown the great difference in the business methods of a past age and this.

Formerly, merchants who advertised only to a limited extent seemed possessed by the erroneous idea that the general wants of the public were governed by the seasons of the year, and at these particular times only did they use newspaper advertisements to attract the purchasing public to their stores. The natural effect of this idea was to leave their shelves burdened with a more or less extensive stock of goods that was bound to become shop-worn, or unsalable by reason of the change of fashion. A certain small amount of business would, of course, be done "between seasons," but the average tradesman of those days seemed satisfied with that method of conducting his affairs.

The more enterprising and progressive class of merchants finally awoke to the fact that the wants of the public were constant, whether in season or out, that their necessities were governed by the natural wear and tear of fabrics, and they realized that it was the standing or often repeated advertisement that brought the most benefit to him. They found that in only a few instances did the advertisement cause a demand for any particular line of goods directly, and that it was, rather, the object of an advertisement to attract popular attention to the store, and, having gained that attention, to fix it more firmly in the public mind by further frequent and attractive advertisements.

Thus it was that advertising developed into the separate and distinct art that it is at the present day, for it is only within the last ten or twelve years that the whole system of advertising general merchandise has changed altogether.

The plan now being pursued by all the modern school of advertisers shows that the old scheme of spasmodic advertising, with a big display just before the beginning of the several seasons and about the holidays, is being superseded by better and more enterprising methods, and the storekeepers

of the present who wish to keep trade lively all the year around will advertise judiciously and constantly if they would keep abreast of the times and their contemporaries.

A PUBLISHER'S VIEWS ON ADVERTISING RATES.

"Some country publishers depreciate the value of their own papers as advertising mediums by the acceptance of any sum, unreasonably diminutive though it be, for space. In every kind of business low price means low quality. This rule is particularly true of newspapers. A small run of advertising at fair figures is better than columns filled with business announcements at very low rates. An advertising schedule that is fairly remunerative will win in the end, if adhered to. It may take some time to bring advertisers to it, but they will come. A plentiful amount of reading matter, well selected, invites new subscribers, while advertisements do not. If advertising is short, good reading will increase the number of readers, if the paper is neatly printed, clean, respectful and always issued in time. A "boom" of the subscription list always insures a corresponding increase in the advertising patronage. Where there is more than one paper printed in a town, the successful business men know which has the larger circulation, and choose that as the medium through which to address the public."—N. O. Wallace, Sr., to Tennessee Press Association.

Editor Wallace is a Nestorian with half a century's experience, and has conducted the *Fayetteville Observer* with marked success for well nigh forty years. What he does not know about the management of a country newspaper is hardly, if at all, worth the knowing. The bearing of his foregoing observation lies in the application of it, which we take to be as follows: Do not become the publisher of a country newspaper unless you have such resource of time and means as will enable you to dispense with a remunerative subscription list till the high quality of the paper commands one, after which "an advertising schedule that is fairly remunerative will win in the end." We venture to say that in every case where means and ability coincide, as in the case of the *Fayetteville Observer*, "a small run of advertising at fair figures" is as solid an asset as any part of the office plant. It is altogether a different class of publisher that finds the rates for advertising so unsatisfactory. By the way, how would Mr. Wallace determine bottom rates of advertising for publications of "low quality," that have not "a plentiful amount of reading matter, well selected," nor are "neatly printed, clean, respectful and always

issued in time?" Is there any safer or fairer way for an advertiser who elects to use such papers than to find out the lowest sums that the publishers will accept and to pay those sums?

The strongest interest is taken in those advertisements whose salient features can be taken in at a glance. An intelligent public quickly rebels against those advertisements which are one piece of humbug, or those weary arrays of diluted facts, or trashy, hollow-sounding, descriptive matter. Some advertisers seem to be too fond of their literary children to cut off any part of what they believe to be their fair proportions, but which outsiders, not being so infatuated, treat as mere superfluities, disfiguring oftentimes the whole. Help is needed in two directions to produce a perfect advertisement. An eye for effect is needed, so as to insure the advertisement being made the most of as regards display; then a clear, deep insight is necessary in order to make the announcement so telling as to convince those inclined to disregard it, while at the same time it does not raise hopes which only have time to broaden before they are permanently shattered.—*Successful Advertising.*

THE Chicago correspondent of the *National Publisher and Printer* says: A few days since the following queer advertisement appeared in the *Tribune* without signature and just as given here:

PEOPLE should beware of mixing veal, peas, ice cream and watermelon, as doing so might prove fatal.

THERE has just come to our notice a circular recently issued by the Passenger Department of one of our railroads that shows the importance of good advertising. Mr. W. R. Busenbark, one of the brightest young railroad managers in the country, and rising man, was not long since appointed General Passenger Agent of the Chicago, St. Paul and Kansas City Railway. One of the earlier acts of his administration was to issue the circular referred to. It is an offer to pay a prize of \$100 to the railroad ticket or passenger agent in Canada, the United States or Mexico, who will design a suitable trade-mark or design to use in advertising the Chicago, St. Paul and Kansas Railroad. Mr. Busenbark is likely to secure a valuable idea through this generous yet shrewd offer. Advertising has become of such prime importance that scarcely any energetic corporation or even private firm but has its trade-mark that is at once the guide-post and the guarantee of the thing it represents.—*Chicago Living Church.*

WHAT A COUNTRY PUBLISHER HAS TO SAY OF SOME FOREIGN ADVERTISERS.

The most troublesome of the many patrons of a country newspaper is the foreign advertiser. He is conspicuous for his supreme gall, and wants everything on this mundane sphere and the best position thrown in. The *Democrat* was led to these reflections by several cheeky propositions for advertising space recently sent in. One of them was from a vineyard owner up in New Jersey, who offered to send us one dozen bottles of prime grape brandy for \$60 worth of advertising at our regular rates. The advertiser from the land of the big mosquitoes is a schemer of the worst sort. He comes at a fellow with his offer of brandy just at the time when the festive cucumber, seductive watermelon and unctious green corn have doubled up the impecunious country editor in their merciless grip. Still, a man can afford to lose some sleep before partaking of Jersey lightning at \$5 a bottle, and we have consigned the proposition to the waste-basket.

Another proposition is from a Michigan firm, who manufacture a duplex-double-back-action-spring road cart. They want us to insert a half-column advertisement, and allow us the princely commission of \$2 on every vehicle sold through the medium of our paper.

Then there are numberless manufacturers of burglar-proof, fire-annihilator and combination-time-lock safes, who want us to pay regular retail prices in cash and give them a bonus of a quarter-column advertisement for the privilege of buying one of their safes. We have long ago arrived at the conclusion that a country newspaper publisher has no use for a safe anyhow.—*Democrat, Winchester, Ky.*

THE best advertising medium is undoubtedly printer's ink; for local purposes, in a newspaper; and for any special line, in a good trade journal. Printer's ink, it has been said, can out-talk any salesman or out-argue any obstinate buyer. It can't be talked back to, and when its opponent has expended every argument against the subject, comes up smiling every time with the same old statement, and finally convinces and leads him in.—*National Laundry Journal.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. Back numbers cannot be supplied.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue.

NEW YORK, SEPTEMBER 1, 1889.

THE advertiser who would be willing to pay twenty-five cents for every family who could be "educated" up to the value of his goods would thus devote \$3,250,000 to educate the 13,000,000 families which make up the 65,000,000 people of the United States. This sum would do the business thoroughly in a year, for it is sufficient to pay for the insertion of a full column to appear in a good position in every issue of every periodical publication, and for resetting the matter, making it new in every issue of each separate publication. For the same space with quarterly changes and run of paper position one-half the sum named would suffice.

FOR half a million of dollars a year one can become known as a large advertiser in American newspapers; but many an advertiser has expended more than \$50,000 in a single month without using a single paper published outside the twelve or fifteen of the largest cities. A page advertisement inserted once in all the New York dailies would cost not less than \$8,000.

THE amount of patronage the paper is receiving, its style of printing, a waning or increasing sale, a change of publishers or advertising clerk, the quality of the advertisement, the character of the advertiser as a paymaster, his reputation for liberality—all these have influence in fixing the price at which an advertisement will be ac-

cepted, and an advertiser should never be willing to pay more than would be demanded of another for the same amount of service. Of course, if dealing with a paper having a fixed price for all, and there are some such, this becomes a question easy to settle, but to know which are the papers which do so, that is not so easy.

THE secret of success in certain lines of advertising is to catch the drift of public necessity at the proper time and then to make your announcement that you possess something with which "to fill the long-felt want." Your advertisement must convey its information to the reader in the simplest and most direct form. Upon this qualification will the value of the advertisement chiefly depend.

THERE is only here and there one in any branch of money making, that looms up, and fills the public eye and monopolizes the public purse. These are they who understand the art of advertising, and appreciate the indisputable fact that the way to make money out of advertising is to stick to it. Advertising is a science—a science which few fully understand. Many lavish upon it hundreds and even thousands of dollars without receiving adequate returns, while those who avail themselves of the knowledge and experience of men who make it a business, reap great advantages from comparatively small investments.

THERE are fashions in advertising. A few years ago, a displayed advertisement appeared, originating from a Boston house, occupying space of four inches in a newspaper column, and of that one-half was devoted to a conspicuous printing of two words, each occupying a full line. These conveyed to the eye the name of the goods with which it was desired to make the public familiar. It could hardly be said that there was anything original about the advertisement. Others before had oc-

cupied four inches of column space, and others had displayed two words and set the remainder in small type, but this particular advertisement was fortunate in its two displayed words—they were of uniform length; composed of letters that go well together, and the two words conveyed an idea. People who saw them understood their meaning, and so conspicuous were they that those who saw the paper containing them saw the words that had been placed there to catch their eyes. Furthermore, although this advertisement was short and conspicuous, it had an appearance, conveyed an impression, of good taste. This advertisement appeared for but a few months in the papers of various parts of the country before it was rendered still more conspicuous to those who are in the habit of noticing such things, from the considerable number of advertisements which began to appear in the papers, evidently fashioned after and written to conform as closely as possible to the general appearance of the copy which had been followed. The power to originate anything is not very widely diffused. Every successful thing, be it what it may, will have its imitators. Sometimes, but rarely, the imitation will be an improvement on the original.

FARMERS are beginning to object to have signs painted on their barns and fences. They think the columns of the local newspaper are the best place in which to advertise, and they are right. Men who advertise their wares on a fence board should pay for it.—*Oxford Journal*.

"ADVERTISING is to a genuine article what manure is to land—it largely increases the product. Thousands of persons may be reading your advertisement while you are eating or sleeping or attending to your business; hence, public attention is attracted, new customers come to you, and if you render them a satisfactory equivalent for their money they continue to patronize you and recommend you to their friends."—*P. T. Barnum*.

BE SYSTEMATIC.

The saying is not more ancient than true, that whatever is worth doing at all is worth doing well. It applies to every man in every pursuit, and in proportion as it is heeded is success attained, while its neglect invariably results in failure. The man of business attainments and fortune does not become so by chance, or by what the world calls lucky, but simply for the reason that he observes the fundamental principle underlying all success—he adopts a system, and steadily pursues it.

Chance belongs to fairy-land alone, and has no place in material transactions. Everything is subject and reduced to cause and effect, and every action or result, if analysed, will prove this true. Hence, the absurdity of those who are constantly expecting to reap their golden harvests without first pursuing the initiatory steps incident thereto. Spasmodic efforts seldom succeed, and spasmodic workers invariably fail.

Whatever your goods, wares or merchandise may be, remember that system, perseverance and success go hand in hand. If you are to introduce an article of value or necessity to would-be customers, it cannot be done by a single effort, or in a single medium. There are many who, regarding one trial sufficient, fold their hands after its accomplishment, and wonder that so little satisfaction is attained thereby. In such cases the fault is invariably with the advertiser. He must keep himself before the people, not only this month or this year, but *constantly*. Pursuing this course, success is as certain as the revolutions of the earth. Above all, don't be spasmodic; but, regarding this like any other branch of business, treat it as such. Every prominent advertiser will testify to the truth of these remarks, and furthermore they will tell you it will *never* do to stop. Constant effort is required here, as elsewhere, and they who fail to observe the rule will learn its truthfulness by sad experience, and at their own cost.

Never withdraw from the eyes of customers the best and most effective sign you can put there. If you do, they will be attracted by that of another, and soon forget you and your wares.

A SUBJECT OF VITAL IMPORTANCE TO PUBLISHERS.

PEDDLING.

"Doesn't want to hear him talk," was the title printed under a free-hand drawing which adorned the first page of a circular recently sent out by The Religious Press Association of Philadelphia, seeking to draw attention to their list of weekly religious papers. The drawing illustrated the reception accorded a door-to-door peddler in his effort to force upon the woman of the house a preparation that needed the bolster of a fluent tongue to replace some standard article in daily use in the household economy. The moral of the circular was that the confidence of the buyer was not given to the peddler, and that much futile effort was used and expense incurred that could have been saved through the use of the advertising columns of papers which had the confidence of the people who read them.

The evidence of the great fortunes made through the skillful use of newspaper advertising space would seem to establish the truth of the point made in the circular. There is, however, another phase of the peddling question which more directly claims the attention of the readers of *The Advertiser's Gazette*. The element of self-protection enters so strongly into it that it becomes a matter of some surprise that more local action is not taken to suppress so manifest a tax on home trade. The manufacturer has created a general demand for his product through general advertising, or the local dealer, as his agent, has used his town paper to make known the value of the articles he has for sale. The demand thus created is supplied to the satisfaction of both purchaser and storekeeper. The reputation of the article grows until it attracts the cupidity of some dealer who sees a chance to make money by forcing a cheaper article on the community. Nine times out of ten the article is as much cheaper in quality as it is in price. The injustice is apparent. The newspaper advertiser makes a demand for his goods, the peddler supplies it with imitations which he claims are as good, or better, and which he offers at great inducements. The very inducements offered throw suspicion on the goods presented, but the peddler's voluble

tongue is ever ready to meet the particular case in point.

Fortunately peddling as an advertising scheme has not as yet been found profitable. Its effect is too transitory to prove permanently valuable. But suppose some man more wise than his fellows inaugurates a peddling scheme that is both permanent and profitable, what becomes of newspaper advertising space then when all manufacturers take to peddling. On the other hand, suppose those manufacturers who do a little peddling at times could be made to see the greater profit and the better reputation which comes through the use of newspapers all the time. It is a wise editor who, knowing that he has a good thing to make money for his patron and himself, sees to it that doubtful schemes are not encouraged.

That harm is done to the manufacturer who has created a reputation for his standard product, is shown by the care he takes to protect that reputation from the peddling inroads of competitors. One manufacturer spends thousands of dollars annually in the newspapers to tell housekeepers to "Beware, Pearlina is never peddled." Another publishes "A word of warning. They are not as good as Ivory." A third says the "Royal is not sold in competition," etc. These, as have many others, have achieved fortunes and reputation through the newspapers, and they show their wisdom by taking active precautions against an unfair trading upon their goods.

In many localities the evil has been met and remedied. Recourse has been had to the license law, and in some instances peddling licenses have been made almost prohibitory.

In localities where no tax is placed on peddling, it should concern the Board of Trade, or any of the enterprising business men, to protect the interests of their town or village by the enactment of such a law. Relieved of unfair competition, home dealers can better serve their patrons, money circulates where it belongs, and the general community, dealer and manufacturer, are bound together with ties of mutual dependence for the common good.—*The Advertiser's Gazette*.

HONESTY THE BEST POLICY IN ADVERTISING.—There is nothing expedient which is not also honorable; nothing honorable which is not also expedient.—*Cicero*.

SIGNS IN THE AIR.

THE HOISTING OF ADVERTISEMENTS
TO THE LEVEL OF THE ELE-
VATED ROAD.

Ever since the elevated railroads have been running in this town, business signs and show-cases have been going up. This has reference to their position, and not to their cost. Time was when a store-keeper's sole object was to get his sign as near the sidewalk as possible, and he was a happy man if he could arrange it so that pedestrians would trip over it. This would make it certain to attract attention, for no person ever tripped over anything in this world, but he turned around and glared at it afterward. Some years ago a man patented a reflecting arrangement which threw a lot of choice reading and a list of prices on a brilliantly lighted square of sidewalk at night, and he hoped to make a fortune out of his idea, but the elevated roads killed it. Then the man appeared who cut names and a lot of other things in the flag-stones in front of stores, and when it appeared that the walks were in danger of being ruined by this method, the elevated came along and saved them. In such populous thoroughfares as the Bowery, Sixth avenue, and what used to be Chatham street, but is now Park row, store-keepers made a practice of using the walk in front of their stores as places in which to expose their goods. In fact, a great portion of the contents of these stores used to be trundled out on the sidewalks every morning, and there they stood all day, commanding attention and impeding travel. But, after the elevated roads were built in these streets, and the loaded cars began rumbling over the tracks, the common pedestrians on the sidewalks were neglected, and all the signs and show-cases and other evidences of the business carried on in the store went up.

The elevation of these articles depends entirely upon the height of the tracks, and in places where the tracks are low the second story supports them, and in other places, where they are higher, the third and even the fourth stories are brought into play. The most positive evidence of the truth of this is along Third avenue. Passengers on the elevated cars have no need to carry books or papers with them to

while away the time. Let them read the signs which everywhere meet the eye, and they will see enough to amuse and entertain them. On the front of the buildings all along the street on both sides there are miles upon miles of signs. The most indefatigable adjusters of these elevated signs are the chiropodists, and a man with ailing feet is tempted dozens of times, between the City Hall and Harlem, to step off and have his pain relieved at 25 cents per corn, and at an equally low rate for all other similar work. Many of these chiropodists are women.

Other signs invite men and women to step off the cars long enough to be shampooed or to have their hair cut and banged. Druggists promise, in the same elevated way, to cure you of anything you may be troubled with, and dressmakers, hatters, grocers, saloon-keepers, and every description of shopkeepers tempt you to spend your money with them. Store-keepers, with awnings or sheds in front of their stores, add to the attraction of their aerial advertising by having their business painted on top of them, and in order that these signs may be read while you ride, they are pulled taut over the street all day, making the street below gloomy and sunless. Show-cases, which used to rest in brazen security on the side-walk, are now perched half-way up on the buildings. The second floor of these buildings, that were formerly fit for nothing but living rooms for small families, now let readily to persons of a mercantile twist of mind. They are twice as remunerative as stores than they were as living apartments, and they are greedily gobbled up, especially if they are near the elevated railroad stations, for when the train stops it gives the passengers plenty of time to see what business is carried on there. The occupants of these choice apartments can also state on their business cards that their store is near the station, which makes it clear that if the store wasn't there the station would be somewhere else, at great inconvenience to the public. This makes the public grateful, of course.

All sorts of odd things, in the way of advertisements, can be found suspended up in the air. They cannot be enjoyed by persons on the sidewalk, but they are read over and over again by the passengers on the elevated cars.

Men who ride frequently on the elevated grow tired of this array of lettered boards and gilt images and show-cases; but, unknown to themselves, perhaps, the knowledge of things going on in this big town which is obtained in this way is mighty useful to them. The pawnbrokers have raised their three balls up to the second or third story, and in several places along the line of the Sixth avenue road you can learn where electricians and massage operators live and work. The elevating of these signs proves beyond a shadow of a doubt that the business people here are alive to every opportunity. Few persons, during the hurry and bustle of business hours, would take notice of a sign on the sidewalk; but, seated in the cars, with nothing much to engage the eyes, they regard the panorama as it is unfolded.—*New York Sun*.

News and Notes.

Boots and Shoes Weekly offers three prizes for the best set of four advertisements adapted to the wants of retail shoe dealers.

Some seventy newspaper editors, members of the Mississippi Press Association, are making a tour through the West and Northwest.

We hear the new building of the *New York World* is to be thirteen stories high. Why not make it twelve or fourteen and avoid the unaccountable antipathy to thirteen which is so prevalent.

The 1889 edition of "The Advertiser's Guide," a pamphlet published annually at New York, by William Hicks, is on our table. Its advertising pages are liberally patronized by leading newspapers.

A stock company composed of Montgomery business men propose to issue on September 2d, at Montgomery, Ala., the initial number of a new evening paper entitled the *Daily Capital*.

The St. Joseph, Mo., *News* has recently changed hands. Its present owners are C. M. Palmer and Hon. C. B. Haskell of the Boston *Herald*, and C. S. Doolittle of the Minneapolis *Tribune*.

The services of Mr. Thomas Nast, the well-known cartoonist, have been secured by *Time*. The publishers of *Time* are to be congratulated.

The Century Company, it is said, use about 200 tons of paper a month for their publications, their paper bill amounting to some \$300,000 per annum.

A novel form of calendar, attractive as an advertising device because specially useful in the office, has been invented by Chas. E. Oldacre, 358 Central avenue, Indianapolis, Ind. By means of this calendar the correct due date of all commercial paper and accounts is shown at a glance.

The *Troy Press*, under the ownership and personal supervision of Mr. Henry O'R. Tucker, is a clean, able, enterprising and high-toned family newspaper and an honor to journalism. Mr. Tucker has, at an outlay of thousands of dollars, improved the paper in many ways and earned the success he has attained for it.

The *Commercial Advertiser* (the oldest newspaper of New York city, having been established in the last decade of the last century, 1797,) announces it will on the 3rd of September "abandon the large and somewhat cumbrous four-page sheet which has hitherto been in use and appear in a more compact and convenient form and at a greatly reduced price."

The National Editorial Association held its annual meeting at Detroit, Mich., Aug. 27—30. The first day was devoted to driving about the city, and in the evening a business session, at which 162 delegates were present, was held, which was continued the following morning. Col. Elliott F. Shepard of the *New York Mail and Express*, delivered a long address upon the subject of "Editorial Philosophy."

The Rochester (N. Y.) *Union and Advertiser* gives currency to a report that English capitalists are negotiating for the purchase of H. H. Warner & Co's proprietary medicine business. The price mentioned is \$5,000,000, and will include the plant and business of the main house at Rochester, together with the branches in London, Frankfort, Melbourne, Sydney, Toronto and elsewhere. It is said that Mr. Warner is to remain as manager. The latter will neither deny nor affirm the story.

The new building of the Chicago *Inter-Ocean*, now in course of construction, will be seven stories high with a tower. It will cover an area of 9,000 square feet, and have about 75,000 square feet of flooring. The ground upon which the building will stand sold for the highest price ever paid for real estate in Chicago—\$7,500 per front foot, or \$187.50 per square foot.

One of the last things that we received from J. E. Powers before he sailed for Europe, July 31, was a set of 25 advertisements prepared for Ball's corsets, in the interest of the Chicago Corset Company, with offices at Chicago and New York. Any one who is looking up corset literature will be interested in reading these advertisements to see in how many different ways an article of feminine apparel can be described and how many different points can be discovered to interest the ladies in a peculiar kind.—*The Office*.

The Hon. James H. Stone, President of the Tribune Printing Company, editor of the *Detroit Tribune*, and Collector of Internal Revenue for the First District of Michigan, asserts that the circulation rating accorded in the "American Newspaper Directory" for 1889 to the various editions of the *Tribune*, are all very much smaller than facts warrant. Mr. Stone's character is a guaranty for the truth of his assertion, and it is to be regretted that a satisfactory report of facts was not furnished to the editor of the Directory while the work was undergoing its usual annual revision. It is always much more pleasant to be furnished with information before rather than after an injury has been done. The injury is, perhaps, as great to the Directory as to the newspaper. Many circumstances indicate that the *Detroit Tribune* has not only added to its previous year's circulation, but was never more influential or better appreciated than at the present time.



THE SAN FRANCISCO Evening Bulletin,

ESTABLISHED 1853,

CIRCULATION, - 17,000.

Is the leading *Evening Journal* in circulation and influence west of the Rocky Mountains.

It is Valuable to Advertisers for the following reasons:

It has a long-sustained circulation among a prosperous class of readers, who have learned to appreciate its special value.

Every page contains fresh telegraphic or local news, affording every advertisement in its columns a good position.

The Weekly Bulletin

CIRCULATION, - 20,000.

Is the largest and best weekly newspaper published in the West, and is in every respect a first-class Family paper. For rates and sample copy address

The Bulletin, SAN FRANCISCO.

Or F. K. MISCH, Eastern Manager,

New York Office, - - - 90 Potter Building.

A MULTITUDE OF ADVERTISEMENTS

in a periodical, while highly gratifying to the publisher, is not a desirable feature for the advertiser. Ordinarily, it is much better to place your announcement in a paper like *OUR YOUTH*, a handsomely printed 16-page weekly, which appeals to an intelligent, well-to-do constituency and limits the amount of advertising to two pages. In such a medium any position is a good one, and every advertisement is sure to be seen. For samples, estimates, &c., address C. P. CHENEY, care Hunt & Eaton, Publishers, 805 Broadway, New York.

STOCK CUTS.

Electrotypes of Wood and Photo-Engravings,

for illustrating Newspapers, Magazines, Juvenile Publications, Books, Circulars, Pamphlets, Almanacs, Advertisements, &c. *No Catalogues.*

PROOFS sent on application, when the subject and size of cut are stated. Address

THE PRESS ENGRAVING CO.,

88 & 90 Centre St., New York.

N. B.—Sole Agents of Electrotypes from Texas Sitings.

THE
Three Telegrams
OF
Known Circulation.

The combined weekly issue being

Over 242,000!

Covers all the interior Cities and Towns of the

STATE OF NEW YORK

And a very large portion of

THE STATE OF PENNSYLVANIA.

Elmira Telegram, - - - 165,892

Harrisburg Telegram, - 42,000

Albany Telegram, - - - 35,000

Read by

OVER ONE MILLION PEOPLE

Every Week.

A. FRANK RICHARDSON,

SPECIAL REPRESENTATIVE,

567 The Rookery, Chicago. 14 & 15 Tribune Bld'g, N. Y.

Miscellaneous.

"Are you fond of fiction?" asked Alpha. "Oh, yes," responded Omega; "the first thing I read when I get the daily paper is the weather prediction."—*Norristown Herald*.

Miss Sharpe—What kind of paper do you write your stories on, Miss Gushe?

Miss Gushe—Irish linen.

Miss Sharpe—I should think you would find manila more suitable. It is so very tough, you know, and a trifle off color, too.—*Town Topics*.

First Newspaper Man—Did you do any literary work on your voyage across?

Second Newspaper Man—Yes, I contributed extensively to the *Atlantic*!—*Peck's Sun*.

In the far West a man advertises for a woman "to wash, iron and milk one or two cows." What does he want his cows washed and ironed for?—*Wayback Astonisher*.

Customer—How much time do you give me?

Tailor—None, sir. I never give any credit.

"How's that?"

"Until recently I was editor of a religious weekly."—*Clothier and Furnisher*.

Scribbles—Where's the foreman of the composing room?

Editor—Oh! he's gone off on a vacation.

"For his health?"

"Yes. In our 'Weekly Theatrical Gossip' the copy I gave him to set up, read 'Miss De Rouge, the opera queen, has some very noticeable fads,' and he got it 'pads,' so he asked for a vacation."—*Time*.

Among the replies to an advertisement of a musical committee for a candidate as organist, music teacher, etc., was the following:—"Gentlemen, I noticed your advertisement for an organist, either lady or gentleman. Having been both for several years, I offer you my services."—*Wayback Astonisher*.

Visitor—My name is Scribbler. I sent you several contributions. Is there anything among them you can use?

Editor—Yes, the postage stamps.—*Texas Siftings*.

A Western editor can be wonderfully concise when he tries. One sums up a railroad accident in these words: "Boiler empty and engineer full."—*Exchange*.

Aspiring Journalist—Is there any field for a first-class daily in this locality?

Ignorant Pete, the County Sheriff—I dunno 'bout th' field fer th' daily, but thar's an elegant one over thar fer editors an' sech like. We planted th' last one yesterday fer callin' Siie Byers's wife a "bonny veevong."—*Ex.*

Author—I want you to give my book a good notice. I want to see it in the hands of every mother, wife and daughter in the country.

Editor—I can fix that. In criticising the book I'll say that it is not a proper book for any self-respecting lady to read, and then they all will buy it.—*Texas Siftings*.

Nothing so helps a newspaper as the imparting of useful information. "How shall I keep ants out of the sugar-bowl?" asks a correspondent. "Fill the sugar-bowl with salt," promptly responds *Texas Siftings*.

Golucky—As I'm the special summer correspondent of the New York *Daily Blowhard*, I suppose your terms to me will be somewhat different from your terms to regular guests.

Summer hotel clerk (briskly)—Yes, sir; yes, sir; of course. Our terms to you will be cash in advance.—*New York Weekly*.

Minks—I don't see why it is that if men originally had tails they don't stay on?

Finks—According to Darwin the tails dropped off when there was no further use for them.

Minks—No further use for them! Good gracious! Did Darwin think that?

Finks—Certainly.

Minks—Well, I guess he never saw a bald-headed printer setting type in fly time.—*Exchange*.

"Father," asked the young son of Deacon Squibbs, "what is the difference between a man who dyes wool on lambs and a New York editor?"

"Well, now, really, my son," beaming benignly on his offspring, "I am not prepared to state. What is the difference?"

"Why, pa, one is a lamb dyer, and the other a—"

"What! what! my son!"

"New York editor," continued the youth, rolling his tongue around in his cheek.—*Exchange*.

Irate Individual (invading the sanctum)—I want to thrash the man that printed that lie about me. Said I was run out of Red Gulch, and threatened with a dose of tar and feathers if I went back.

Editor—Isn't it right?

"Not by a long shot. It wasn't tar and feathers at all. They just threatened to shoot me."—*Time*.

Miss Cutwell—Papa, you are real stingy to refuse me that bracelet. Did you see Sady Shoddy's jewelry at the ball?

Cutwell (an honest clothier)—My dear, Sady's father is a very rich man.

"Why, papa! How can you say so? Have you not seen poor Mr. Shoddy's advertisement, headed, 'Awful Sacrifices?' He says he is selling at half the cost of manufacture. What has made him richer than you, then?"

"Those 'awful sacrifices,' my dear."—*Smith and Gray's Monthly*.

Hostess (meeting one of her guests the morning after his arrival)—Good morning, Mr. Brown.

Brown (absently)—Good morning. Have you used Pear—er—what a beautiful morning!—*London Judy*.

An Eastern man, armed with a revolver, rifle, bowie knife, slung shot and brass knuckles, was asked if he was going West to exterminate Indians. "No," he replied. "I'm only going to Oklahoma to edit a newspaper. I can get pens, ink and paper out there."—*Montana Herald*.